



Benchmark Analytics

Unleash the revenue potential of competitive offer pricing – Benchmark Analytics!

An airline's commercial decisions on product and prices to be offered in the marketplace undeniably correspond with customers' purchase decisions. Competition for the customer's favor is ubiquitous in the airline travel marketplace.



The competitive edge in offer and prices comes from data driven pricing decisions. To achieve this goal, the right data is needed that lets you focus on the competitive positioning in any market, and entails the right price decision, for the right offer and customer segment at the right time.



Benchmark Analytics is paramount for data driven, competitive offer pricing. Commercial market insight, flight schedules, ancillary offers and, of course, price structures and levels of all relevant carriers in any market are continuously updated, consolidated and provided in an optimal fit to the analysts' workflow, in a single platform for analysis and decision making.



Benchmark Analytics ensures that airlines do not become a victim of hidden market dynamics. Stay in control and ahead of competition, simply by looking at the right data, deriving optimal pricing decisions, just in time.



Featuring

- Dashboard indicating pricing-critical markets
- Contextual data: total fares, ancillaries, market information, schedule
- Scheduled reports
- Web based user interface (only standard internet browser needed)
- Cloud based software-as-a-service
- Data export to standard reporting tools and formats (Excel, PDF)
- Interfaces with Fares and Management optionally available

Your benefits

Revenue up – cost down!

- Detect critical market changes: market share, product quality, price structures
- Protect your market share by timely price response
- Generate additional revenue by exploiting revenue opportunities
- Analyze and benchmark offer and price positioning
- Save data subscription cost from synergies with LSY products as, for instance, schedule planning
- Freely choose the level of data integration, opting in or out ATPCO fares & rules
- Ideal also for multiple carriers synergizing in an airline group, joint venture or alliance

Powered by excellence



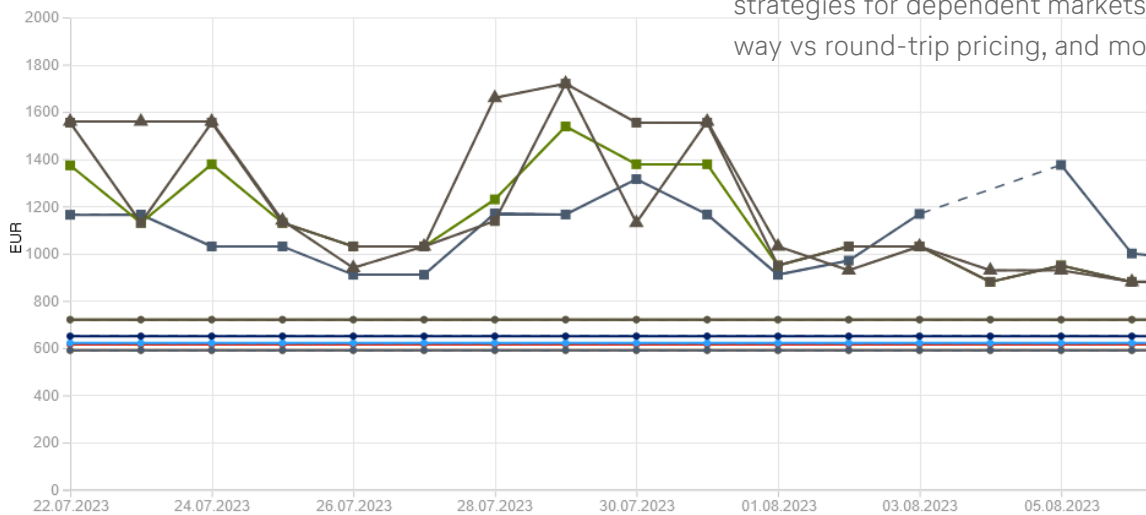
Benchmark Analytics incorporates airline pricing excellence, based on a wealth of knowledge and hands-on experience in the airline commercial domain.



This is in an optimal fit with latest insights from research and industry best practice. State-of-the-art technology and development methodology, harvesting from years of airline IT and business expertise, make it meet your airline's requirements in terms of agility, customizability and precision.



Benchmark Analytics is built upon a unique airline pricing framework which fosters seamless integration of enhanced business intelligence such as pricing strategies for dependent markets, one-way vs round-trip pricing, and more.



For more information please contact marketing@lhsystems.com



And follow us

